

Submitted: February 24, 2016

Approved: February 24, 2016

MINUTES OF THE CITY OF ROCKVILLE SIGN REVIEW BOARD
MEETING 08-2016
January 13, 2016

The City of Rockville Sign Review Board convened in regular session in the Black Eyed Susan Conference Room at 9:00 a.m., January 13, 2016

Members Present: Ms. Marylou Goehrung, Chair
Ms. Ruth Hanessian
Mr. Jay Feinstein
Mr. Joe Anastasi, Alternate

Staff Present: Deane Mellander, Zoning Administrator
Tamara Dietrich, Inspection Services Division

I. PUBLIC HEARING

SRB2016-00585, 5 Choke Cherry Road, Upper Rock

This modification request is to add an amendment to the existing approved comprehensive sign design plan for the property. A previous Sign Review Board approval of this mixed-use property was granted on April 5, 2012, (SRB2012-00541) that included all property identification signs and permitted all property signage to total more than 250 square feet. The proposed amendment is requesting retail/commercial signage, which will be displayed on newly constructed buildings within the property. Expanding the primary identification sign located adjacent to Shady Grove Road is also being proposed.

Chris Ruhler, Attorney with Lerch, Early & Brewer representing JBG, explained that the purpose of the variance is that retail is now being added to this mixed-use. The applicant is also asking for additional signage to make it more compatible with what is already on the property.

Mr. Mellander explained that there has always been a retail component proposed for this project. The retail has expanded over what was originally proposed.

Mark Herbkersman, with BCT Architects, explained the overall signage package for three proposed buildings.

The Board and the applicant further questioned the size, description, and locations of the proposed signage. The Board also discussed concerns regarding the sign regulations, consistency of design, and the total number of tenant signage proposed by the applicant. Ms. Hanessian was concerned that the sum total of signage for the three proposed buildings is too excessive and suggested capping the footage of signage on all three buildings. Mr. Herbkersman explained the reason for the square footage of tenant signage for the three proposed buildings.

Mr. Anastasi moved, seconded by Mr. Feinstein to approve the amendment to the existing approved comprehensive sign concept plan, SRB2016-00585, for a primary freestanding sign located adjacent to Shady Grove Road as requested. The motion passed unanimously on a vote of 4-0.

Mr. Anastasi moved, seconded by Mr. Feinstein to approve Tenant Identification signage on top of tenant building (SRB2016-00585). The motion passed unanimously on a vote of 4-0.

Ms. Hanessian moved, seconded by Ms. Goehrung to approve additional 325 square feet of signage for Building One of (SRB2016-00585). The motion passed unanimously on a vote of 4-0.

Ms. Goehrung moved, seconded by Ms. Hanessian to approve 600 square feet as requested for Building Two of (SRB2016-00585)/. The motion passed unanimously on a vote of 4-0.

Mr. Anastasi moved, seconded by Mr. Feinstein to approve 750 square feet as requested for Building Three of (SRB2016-00585). The motion passed unanimously on a vote of 4-0.

II. MINUTES – *Mr. Feinstein moved, seconded by Mt. Anastasi, to approve the Minutes for Meeting 07-2015. The motion passed unanimously on a vote of 4-0, as amended.*

III. OLD BUSINESS – None

IV. NEW BUSINESS – None

Discussion items: None

V. ADJOURN – 10:17 a.m.

The next meeting of the Sign Review Board is scheduled for Wednesday, February 24, 2016 at 9:00 AM in the Black Eyed Susan Conference Room, located on the 3rd floor of City Hall.